

Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. to 12. Canceled.

13. (new)

A device for printing one or several objects moving in a feed direction, especially labels, packaging, packaging sections, a band strip (1) or labels (2) stuck on a support band strip, comprising a thermal print head (4) and means for supplying the object to be printed to the thermal print head, wherein the thermal print head (4) is provided with a drive (9, 11-16) by means of which the print head (4) can be moved in the feed direction of the object to be printed and counter to the feed direction of the object,

characterised in that the drive is constructed such that the thermal print head (4) can be moved parallel to the feed direction of the object to be printed in its feed direction and counter to its feed direction, wherein the drive is assigned to a control system (17) which controls it such that during movement parallel to the feed direction of the object the thermal print head (4) has the same speed as the object being moved or a lower speed than the object being moved and that during movement counter to the feed direction of the object the thermal print head (4) is moved at a distance from the object or labels (2) stuck thereto.

14. (new)

The device according to claim 13,
wherein means (18, 19) for recording the supply speed of the

object being moved are provided, which means transmit measuring signals proportional to the supply speed to the control system (17) and that the control system (17) controls the movement of the thermal print head (4) depending on the recorded supply speed.

15. (new)

The device according to claim 13,
wherein the drive by means of which the thermal print head (4) can be moved in the feed direction and counter to the feed direction of the object to be printed, has a slider-crank mechanism or a piezo-actuator (33).

16. (new)

The device according to claim 13,
wherein the stroke length with which the thermal print head (4) can be moved in the feed direction and counter to the feed direction of the object to be printed is adjustable.

17. (new)

The device according to claim 13,
wherein the thermal print head is attached to a support (9) mounted in a sliding guide (10), which support carries a further drive by means of which the thermal print head (4) can be moved onto the object to be printed and away from the object.

18. (new)

The device according to claim 13,
wherein the thermal print head (4) has assigned to it a cam disk or a circular disk (27) with eccentrically arranged axis of rotation by means of which the thermal print head (4) can be brought in contact with the object to be printed against the action of a spring element (32).

19. (new)

The device according to claim 13,
wherein the device by means of which the thermal print head
(4) can be moved onto the object to be printed and away from the
object has at least one piezo-actuator (33).

20. (new)

The device according to claim 13,
wherein opposite to the thermal print head (4) there is
arranged a plate-shaped counter-bearing (5) over which the back
side of the object to be printed slides during its feed.